

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

INVENTORS: Sanjay V. VORA, et al. Confirmation No. 3007  
SERIAL NO: 09/222,554  
FILING DATE: 29 December 1998  
TITLE: STRUCTURED WEB ADVERTISING  
PATENT NO. : 7,493,553 B1 Issued 17 February 2009

**CERTIFICATE OF CORRECTION BRANCH**

COMMISSIONER FOR PATENTS

P. O. Box 1450

Alexandria, VA 22313-1450

**REQUEST FOR CERTIFICATE OF CORRECTION  
PURSUANT TO 37 C.F.R §1.323**

SIR:

It is respectfully requested that the enclosed certificate of correction be issued for the above Patent under authority of 35 USC §355.

The changes are required to delete all reference to Fig. 9 in the specification since no Fig. 9 has ever been filed in this case.

\$100.00 to cover the fee under 37 C.F.R. 1.20(a) is being paid by credit card. If any additional fee is required, please charge Deposit Account No. 11-0600.

**PETITION UNDER 37 CFR 1.182**

If a petition is required to enter these necessary corrections to the specification, please consider this a petition under 37 CFR 1.182 to request entry of the attached certificate of correction. The petition fee in the amount of \$130.00 is being paid by credit card.

Respectfully submitted,

Dated: 07 July 2010

/Jason D. Harrier/  
Jason D. Harrier  
(Reg. No. 60,964)

KENYON & KENYON LLP  
1500 K Street, N.W., Suite 700  
Washington, DC 20005  
Tel: (202) 220-4200  
Fax: (202) 220-4201

# UNITED STATES PATENT AND TRADEMARK OFFICE

## CERTIFICATE OF CORRECTION

**PATENT NO.** : 7,493,553 B1 Page 1 of 1  
**DATED** : 17 February 2009  
**FILED** : 29 December 1998  
**INVENTOR(S)** : Sanjay V. VORA, et al.

It is certified that errors appear in the above-identified patent and that said Letters Patent is hereby corrected as shown below:

<u>Column</u>	<u>Line</u>	
3	1-4	Delete entirely.
9	37	Delete "FIG. 9 shows"; before "another" insert --In--.
9	38	Delete "in which".
9	61	Replace "employing" with --may employ--.
9	63	Delete "is shown in FIG. 9". Delete "in 81, a"; before "software" insert --A--; after "message" delete "is" and insert --may be--.
9	65	Delete "In 82, the" and insert --The--.
10	8	Delete "In 83, the" and insert --The--.
10	11	Delete "In 84, the" and insert --The--.
10	16	Delete " <del>85-88</del> are" and insert --Steps may be--.

**MAILING ADDRESS OF SENDER:**

Jason D. Harrier  
KENYON & KENYON LLP  
1500 K Street, N.W., Suite 700  
Washington, DC 20005

**Patent No.:** 7,493,553 B1